

ABSTRACT OF THE DISCLOSURE

The image display method extracts a person in a photographed image, detects a first characteristic of the extracted person and switches an image displayed on an image display medium in accordance with the detected first characteristic of the extracted person. It is preferable that the method estimates a second characteristic of the extracted person, for example, a characteristic of this person as a customer from the first characteristic, and switches an image displayed on the image display medium in accordance with the estimated second characteristic as the customer. The method may also switch the displayed content based on the voice of the person, the identified person and the position of the person relative to the image display apparatus.

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